

OBESITY PREVENTION PROGRAM
Arizona Department of Health Services
Physical Environment Workgroup Summary
June 28, 2004

Attendance – 14 People

Welcome by ADHS

The purpose of this second workgroup meeting was to build on previous work by adding strategies, identifying criteria, and selecting strategies by a dot selection process. We reviewed the program's vision, mission and goals as well as previously determined group scope of work, ground rules, plan elements and timelines (all of which can be found in May's workgroup summary).

We were hoping to announce the members of the Obesity Prevention Program Advisory Team, however were not able to do so. While we appreciate the volunteers who did come forward, we are in need of some more diversity in our group; therefore we are still looking for more volunteers to serve our program in this capacity. If you are interested, please contact your staff liaison. When we have a slate of candidates, we will need to present them to our Director, Cathy Eden, for approval.

The staff liaison identified some elements that are important to keep in mind as we move through the process of writing the comprehensive state plan including the Social Ecological Model, Social Marketing, Centers for Disease Control and Prevention criteria for the grant and the concept of a state plan vs. a state health department plan.

All workgroup participants received a handout from the Washington State plan that outlines the Social Ecological Model. The model includes five spheres of influence that in turn affect each other. They include individual, interpersonal, institutional/organizational, community and public policy. Interventions should be based on this model, which focuses on the behavior choices of each individual as well as situations/factors within each sphere that can influence that behavior. Rather than focusing on personal behavior change interventions with groups or individuals, public health problems must be approached at multiple levels, stressing interaction and integration of factors within and across levels. ***If you did not attend the workgroup, you can get the handout at the next meeting.***

We also wanted to introduce the idea of social marketing to the workgroups. Social marketing is the application of commercial marketing concepts to the planning and implementation of programs intended to influence the voluntary behavior change of a target audience. Social marketing planning can be used to address health issues at all levels of the social-ecological model. Rather than dictating the way that information is being conveyed from the "top down", public health is using social marketing to listen to the needs and desires of the target audiences themselves and building the programs from there.

All workgroup participants also received a handout on the criteria outlined by the Centers for Disease Control and Prevention for the grant. ***You can view this separately online along with the summaries.*** These are things we have to keep in mind while moving forward with the plan.

Lastly, we wanted to re-emphasize how important it is to have buy-in from workgroup participants and local grassroots leaders. A state plan requires some of the planning and work to

come from the state agency, but the bulk of the work is at the local level. It is therefore essential that we have local stakeholders who support this endeavor beyond the workgroup meetings.

Identified strategies

The workgroups reviewed the strategies from the last meeting and then did some more strategizing based on the CDC criteria that were posted for consideration. At the end of the session, the group did a selection process to select the strategies they would like to have included in the plan. There was no limit on the number of dots they could use, however each participant could use one dot per strategy if they liked it but not more than one dot per strategy.

The strategies are listed in order of number of votes.

1. Work with city planners and other health initiative organizations (such as Valley Forward, St. Luke's and ASU's "Do Tank") to develop "Best Practices" for local communities to design their healthy community by: **25 Votes**
 - Developing criteria, requirements and funds for new communities to include such things as a network of bike paths, safe sidewalks and a certain distance between park/recreational facilities.
 - Using the same criteria for existing development with environmental improvements that build in opportunity for Physical Activity, but make it a plan over the next 10-20 years to meet the requirements.
(2 Votes-To legislate these planning criteria.)

Ideas to include

 - Including transportation to physical activity
 - Promotion of canals for walking
 - Updating materials on trails and recreation centers and the built environment
 - Build a team to include city planners/transportation and developers to put together how to make cities walk able and accessible to healthy foods
 - Create safe bike lanes around the state
 - Promote Walk/Bike to work
 - Promote providing easy access to stairs in multiple story buildings.
 - Create pleasant, attractive infrastructures that are inviting to walk/bike at
 - Promote community gardens
 - Create a city design where grocery stores and farmer's markets are walk able for all citizens
3. Create/find an audit community assessment tool/report card to be used and implemented at the local level (including current resources). **24 Votes**
4. Promote healthy communities/Employer local communities to adopt best practices recommendations. **9 Votes**
5. Educate local activists and children to advocate for community changes. **9 Votes**
 - Lighting, sidewalks, park facilities, bike lanes, etc.
6. Find funding to pilot healthy community design in other community programs. **8 Votes**
 - Homeowners associations - HOA's.
 - Provide incentives/funding for healthier communities. Tax incentives for communities who meet a healthy design

4. Amend existing "Growing Smarter" Law to require cities and counties to update plans for a healthy environment that includes bike paths, walk-able paths, and park/recreation facilities that are within an appropriate radius to the homes in the community. **6 Votes**
5. Educate policy makers about the best practices and importance of a built environment that supports a healthy lifestyle through obesity stats, need for change, cost, etc. **6 Votes**
 - Planning and Zoning
 - Supervisors
 - Engineers
 - City Planners
 - City Councils
6. Create private and public partnerships and funding to create incentives for health and food such as a 5-A-Day van or other activities like Farmer Markets at Parks and Zoo. **4 Votes**
7. Involve community health workers by identifying a community project in each county to tag onto. **3 Votes**
8. Use seed grants to local communities for "pilot" projects (must include baseline information) **3 Votes**
9. Create a way for ADHS to regularly communicate with the transportation department (maybe through the Transportation Policy Committee) **3 Votes**
10. Design a social marketing campaign encouraging healthy lifestyles. **2 Votes**
 - Idea campaign: " what are you gonna do? "
11. Create a source for information on what it costs for not doing physical activity. **2 Votes**
12. Work with architect and engineer education programs to include healthy environment in their teaching. (naturalearning.org) **2 Votes**
13. Food stamps-charge double for junk food (as a point of information, the anti hunger coalition would lobby against this) **1 Vote**
17. Construct recreation facilities. **1 Vote**
18. Find a way to provide free transportation to recreation facilities. **1 Vote**

0 Votes

Tax junk food

Remove candy attacked the checkout

Have better packaging for healthy choices suggest an apple and yogurt that will stay fresh packaging it will keep the freshness of the product

Fruits and vegetables grab-and-go items in the incentive isles-instead of candy bars

Develop model policies for zoning, safety and community gardens

Opportunities for Improvement

Need more Arizona Obesity Statistics

Get some health Care and Worksite people on this workgroup

Parking lot